

**IN THE CLAIMS:**

Please **cancel claims 6, 17, 24-28, and 31** without prejudice or disclaimer, and **amend claims 1, 3, 5, 7, 11, 14, 21, 22, 29, and 30** as follows:

1. (Currently amended) A shopping assistance service method, comprising the steps of:

(a) capturing information about an item of interest at a business premises where the item is being offered by a user using a mobile device and sending the information, at the time of capture, to a service system over at least a mobile radio infrastructure;

(b) receiving the information at the service system, determining a location associated with the information, and processing the information to identify at least the type of item of interest;

(c) delivering[[,]] to said user[[,]] at least one of comparative-pricing and availability data for items of the type identified in step (b) for ~~at least one of~~ other business premises ~~in a zone centered on~~ relative to said location, said data being categorized into zones of different physical accessibility of the business premises concerned from said location.

2. (Original) A method according to claim 1, wherein said location is that of the business premises where the item is being offered.

3. (Currently amended) A method according to claim 2, wherein said location is determined in one of the following ways:

[[ - ]] by extraction from said information as specific data included by the sender;

[[ - ]] by request to a location server of a mobile radio infrastructure through which said information has been sent to the service system from a mobile entity;

[[ - ]] by reference to a database relating business identity to location, said information including the identity of the business where the item is on offer; or

[[ - ]] by processing of image data included in said information.

4. (Original) A method according to claim 1, wherein said location is a predetermined location specified by the party responsible for sending the information to the service system in a user profile held by the service system.

5. (Currently amended) A method according to claim 1, wherein step (b) includes determining multiple locations associated with said information, one said location being that of the business premises where the item is being offered and another said location being a predetermined location specified by said user either in a user profile held by the service system or in said information[[ ; ]], and step (c) includes determining at least one of comparative-pricing and

availability data for items of said identified type from business premises ~~in a~~ categorized into respective ~~zone centered on~~ sets of zones of different physical accessibility for each ~~[[of]]~~ said ~~locations~~ location.

6. (Cancelled)

7. (Currently amended) A method according to claim ~~[[6]]~~ 1, wherein said zones comprise at ~~least two from the following~~:

~~[[ -]]~~ a convenient walking zone around said location; and

~~[[ -]]~~ a convenient driving zone around said location~~[[ ;]]~~

~~[[ -]] an internet-accessible zone with delivery to said location.~~

8-10. (Cancelled)

11. (Currently amended) A method according to claim 1, wherein the processing of said information in step (b) includes one or more of the following operations:

~~[[ -]]~~ extracting data from specific data fields;

~~[[ -]]~~ analysing image data included in said information using OCR techniques;

~~[[ -]]~~ matching image data included in said information against stored image data;

[[ - ]] interpreting bar code image data included in said information; and

[[ - ]] applying speech recognition to recorded audio data included in said information.

**12.** (*Original*) A method according to claim **1**, wherein said specific task is selected by the party responsible for sending the information in step (a), the selected task being explicitly specified in said information sent to the service system.

**13.** (*Cancelled*)

**14.** (*Currently amended*) A method according to claim **1**, wherein said output is made available to said user in one or more of the following ways:

[[ - ]] by return over a data channel used to the send the information to the service system in step (a);

[[ - ]] by electronic mail to a electronic mail address specified in said information or in a user profile held by the service system in respect of said party;

[[ - ]] by print out and mailing of the print out to a physical mail address specified in said information or in a user profile held by the service system in respect of said party; and

[[ - ]] by making said output available at a web site accessible by said party.

15. (Original) A method according to claim 1, wherein said item of interest is a product on offer for sale or hire.

16. (Original) A method according to claim 1, wherein said item of interest is a service.

17-20. (Cancelled)

21. (Currently amended) A shopping-assistance service system, comprising:

[[ - ]] a receiving subsystem for receiving from a user information about an item of interest on an offer at a business premises;

[[ - ]] a processing subsystem for processing the information to identify at least the type of said item of interest;

[[ - ]] a location-determining subsystem for determining a location associated with the received information;

[[ - ]] a task subsystem for obtaining, for the type of item identified by the processing subsystem, at least one of comparative-pricing and availability data ~~for the type of item identified by the processing subsystem~~, for with respect to other business premises ~~in a zone centered on said location~~, the task subsystem being arranged to ~~organize~~ categorize said data according to ~~identified~~ zones of different physical accessibility of the business premises concerned from said location; and

[[~~-~~]] an output subsystem for sending the ~~at least one of~~  
~~comparative pricing and availability~~ categorized data to the  
user. [[.]]

22. (Currently amended) A system according to claim 21, wherein  
said zones comprise ~~at least two from the following~~:

[[~~-~~]] a convenient walking zone around said location; and

[[~~-~~]] a convenient driving zone around said location [[;]]

[[~~-~~]] ~~an internet-accessible zone with delivery to said~~  
~~location.~~

23-28. (Cancelled)

29. (Currently amended) A system according to claim 21, wherein  
said information further includes an indication of at least one  
further location specified by said user, the processing subsystem  
being arranged to identify said at least one further location from  
said information, and the task subsystem being arranged to determine  
at least one of comparative-pricing and availability data for items  
of said identified type from business premises [[in]] categorized  
into respective ~~identified~~ sets of zones of different physical  
accessibility ~~centered on~~ from each said location.

30. (Currently amended) A system according to claim 29, wherein  
said zones comprise ~~at least two from the following~~:

[[ - ]] a convenient walking zone around said location; and

[[ - ]] a convenient driving zone around said location[[ ; ]]

[[ - ]] ~~an internet-accessible zone with delivery to said~~  
~~location.~~

**31-41.** (Cancelled)